



CITY OF MILWAUKEE DEPARTMENT OF PUBLIC WORKS
Application for Vertical Banner Display Permit

Vertical Banner Display Requirements

All banners and their placement are subject to approval of the Commissioner of Public Works. The City reserves the right to order immediate removal of any banner in a state of disrepair.

Vertical hanging banners may not be displayed on aluminum street lighting poles or poles holding traffic signals or overhead electrical utility lines. The bottom of the banner must hang at least 18 feet above a public street and at least 14 feet above a public walkway. It is recommended that banners not exceed 15 square feet. Banners may not disrupt or block light distribution from streetlights nor hamper their maintenance.

Banners are permitted on harp poles only if the following conditions are met: Banners are to be on the sidewalk side of the pole only no less than 10 feet above the sidewalk; Banner mounting brackets shall be banded to the poles with stainless steel banding materials (there shall be no drilling, tapping, etc. of the street lighting poles and the brackets shall be made of stainless steel or a nonferrous material); No banner shall be attached to a pole with a traffic signal or stop sign or overhead electrical wires connected to the pole; A banner size of no larger than 18" x 36" is optimal.

Banners may not advertise or promote commercial products or services, individuals, religious, political or social viewpoints. Banners may not promote or advertise gambling. Applicant or sponsor's name, logo or slogan may occupy no more than the lower 10% of the banner.

Banners must be installed and maintained by qualified trades personnel and are the responsibility of the permittee. The City shall not be held liable for any personal injury, damage or cost in connection with installation or display of the banners and hardware. Permittee must remove hardware on expiration of approved display period.

The fee is \$11.00 per pole for use of the pole for up to a one-year period, with identical fees for renewal. Fees must be received by the Department's Special Events Office before installation of banners.

The application must include a scale drawing or photo of the banner design and include banner dimensions. Please submit your application at least one month prior to the installation date.

Name of Organization _____

Address _____

Representative _____

Phone _____ **Fax** _____

Reason for display and message on banner _____

We would like to install banners by (date) _____ **and will remove on (date)** _____

Banners will be installed by (company name) _____

Contact name and phone number _____

Location and pole numbers (describe location of poles by street name and pole number, e.g., "the north side of E. Wisconsin Ave. between N. Jackson Street and N. Jefferson Street, pole numbers 101, 102")

I have read the banner requirements above and agree to abide by them.

(Signature and Date)

RETURN TO: Special Event Permit Office, Department of Public Works
841 North Broadway, Room 516
Milwaukee, WI 53202 Fax: 286-3953 Phone: 286-3329

DPW Approval
BannerApplication (11/02)

Date _____